TrustRadius

What You Need to Know About Intent Data in 5 Minutes

Field sales were grounded in 2020. Conferences were canceled and 100% of buying decisions took place online. Now, buyers have become accustomed to doing research by seeking peer-to-peer information, all before ever engaging with a vendor's sales team.

57% of buyers — already make purchase decisions without ever talking with a vendor representative

87% of buyers — want to self-serve part or all of their buying journey.

The buying process has changed forever.
With this change comes opportunities to listen and learn about your customers. As a B2B marketer, you have the ability to engage with buyers who are in-market based on online behavior.

What is B2B intent data?

B2B buyer intent data is a collected set of data points that indicate that someone may be interested in buying your product. Websites collect intent signals from users—including the pages they visit, the links they click, and the resources they download—and synthesize that data to share with marketers and salespeople.

A review site like TrustRadius, for example, might provide you with a list of companies that have researched your products this month, a list of companies that checked out your competitors' products, or people who are researching your category as a whole.

All of these signals indicate that these people have a ***strong*** intent to make a purchase.

Important note: the strength of intent data differs depending on whether the information comes from a first- party, second-party, or third-party source.

How do you use buyer intent data?

Successful marketing and sales teams use intent data for a variety of activities, starting with prospecting. **70% of vendors use intent data to find leads.** Companies also use it for sales enablement, ABM, and to support digital marketing.

Top Use Cases:

1. Surface new accounts.

Find new target accounts that fit your ideal customer profile (ICP).

2. Integrate intent data with your ABM platform.

Make your campaigns more efficient and effective.

3. Boost paid ad performance.

Use your new list to deliver relevant content to in-market buyers.

4. Know your customers.

Catch retention risks early by seeing who's checking out your competitors.

How to get started?

You can purchase intent data from a wide variety of sources. We suggest starting with an unexpected but powerful option: review sites. **45% of business technology buyers consult reviews in their buying process—more than 2x the number using analyst reports and vendor-produced case studies.** Start working with a review site that invests heavily in trusted, in-depth content. Long-form reviews generate deeper and more predictive intent signals to drive action, signals that are much more reliable and mid-bottom funnel. The more in-depth reviews you have will generate more visitors to the site, which will generate intent data that you can integrate into your systems and activate across the marketing and sales teams.

Reach out to customers for reviews today.

Still, many marketers are skeptical or don't know where to start. Intent data is new, and many companies have already attempted to integrate intent data unsuccessfully with third-party providers whose signals weren't strong enough to be useful. However, the experts at TrustRadius are here to help. As the most trusted review site, we create a neutral environment that allows buyers to make the right software decisions for their business and where vendors can engage with their audience.

Let us help you.